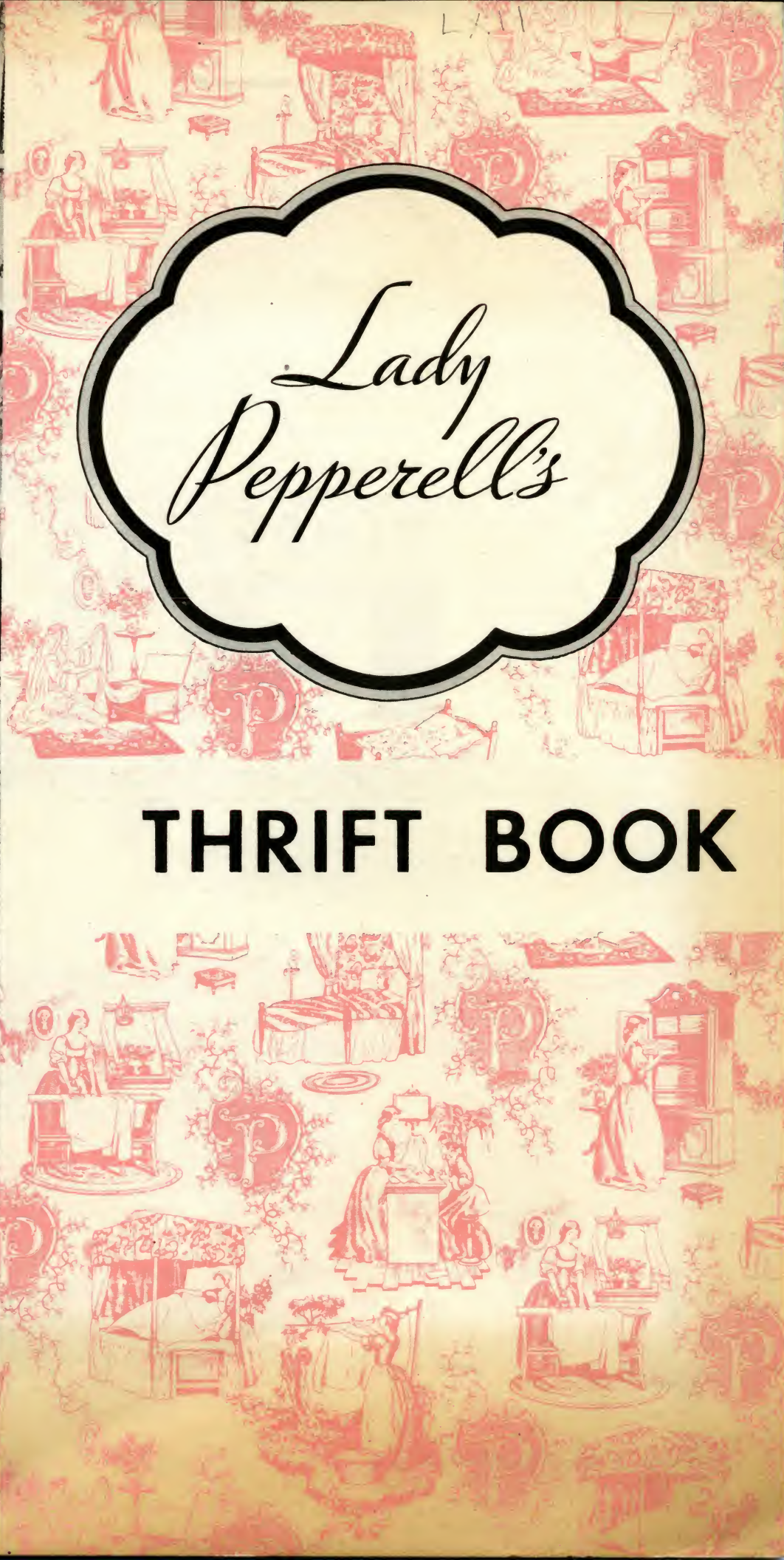




THRIFT BOOK





EDITED BY LADY PEPPERELL . . . *For the Pepperell Manufacturing Company whose Executive Offices are at Boston, Massachusetts. The mills are located at Biddeford and Lewiston, Maine; Fall River, Massachusetts; Opelika, Alabama; Lindale, Georgia. The sales offices are located at New York City; Philadelphia; Chicago; Cincinnati; St. Louis; San Francisco.*



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T*hrift can be magnificent*

WOMEN ARE FAR TOO MODEST. A man puts thumb in "weskit" and boasts, "I am purchasing agent for the Whosis-Whosis Company." Every home-maker in America deserves the title of purchasing agent. For the home-maker's career is divided into three thrilling parts—wife, mother, and family purchasing agent. . . . To those charming women whose buying motto is "Thrift without denial," Lady Pepperell dedicates this fact book about cottons and their care.

KNOW

YOUR SIGNS Wise spending is a greater art than saving. Watch for the Pepperell label in 42 things you wear or use. This label is your guide to fabric extra value—good cottons by the makers of famous Lady Pepperell Sheets.

Lord Pepperell shirts

*Pepperell
print dresses*



*Lady Pepperell sheets
baby Pepperell
crib blankets*



THEY *all* WEAR THE
PEPPERELL LABEL



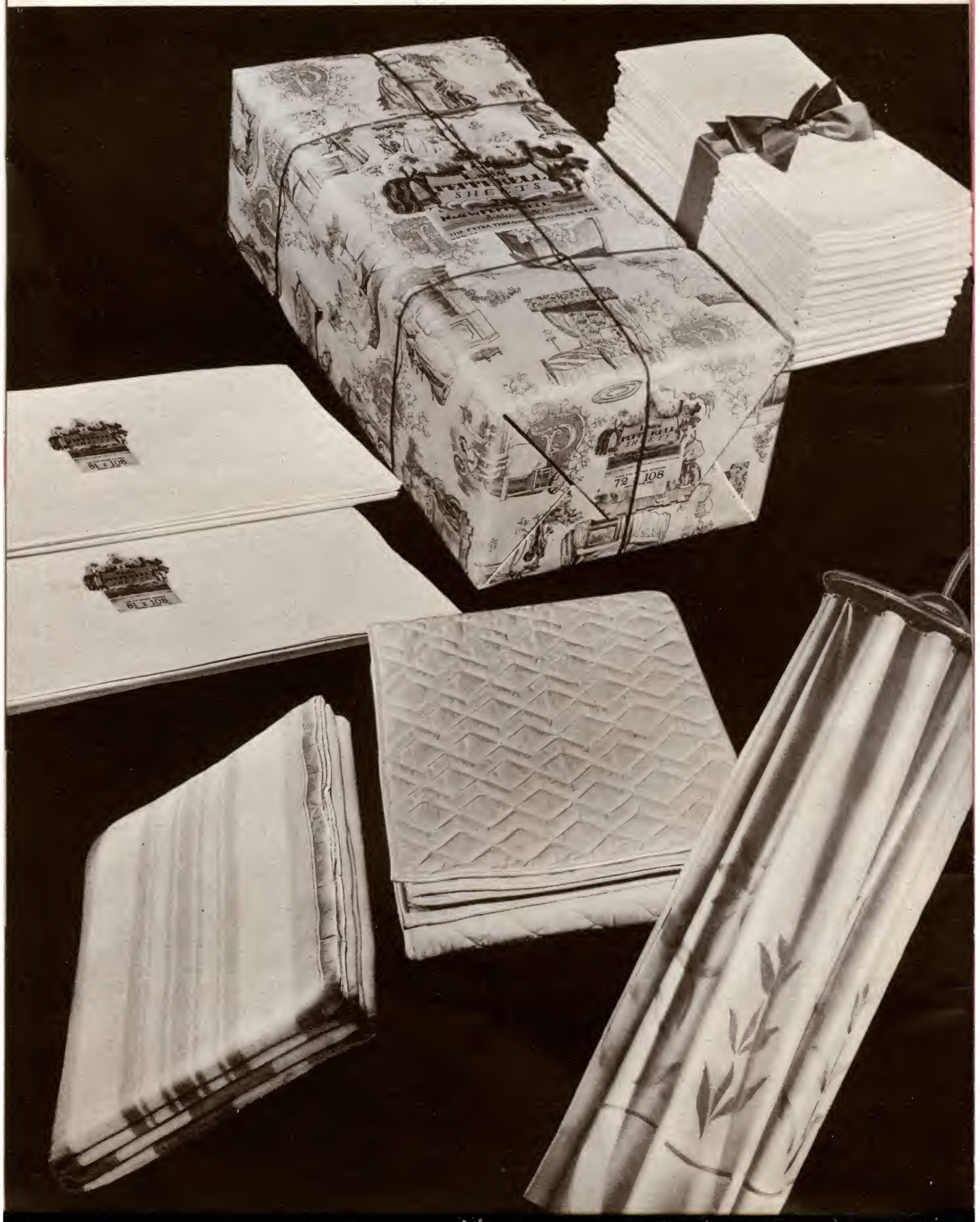


BABY PEPPERELL Crib Blankets are the rule among cuddlers. Nurse's uniform boasts fabric by Pepperell. Crib sheets, diapers, crib mattress pads, good rubber sheeting, all bear the label that says fabric by the makers of famous Lady Pepperell Sheets.



PEPPERELL *in* BEDROOM *and* BATH

Famous Lady Pepperell Sheets and pillow cases belong to a large distinguished bedroom-and-bath series by Pepperell. Know Pepperell Peeress (finest percale sheets made); Pepperell soft nap blankets and deep terry towels: mattress pads, bedspreads, shower curtains—all in fabric by Pepperell.



CHAPTER

1

WHERE OUR COTTON COMES FROM

*An enormous
fact*

RIGHT at the start, let me say that this is a book designed to help you save money. But in order that you may better understand some of the things that come later, I want to give you one or two impressive and important facts. And the first one is a perfectly enormous fact. In a single year America uses:

8,080,000,000 square yards of cotton

555,000,000 square yards of wool

523,000,000 square yards of silk

There, perhaps that will give you some idea of the immense importance of cotton.

Most of this cotton is, of course, grown down South, but you might be interested to know that even if you live in the North, you can raise cotton in your own yard—provided you are sure of a hot summer, with gentle rains in the spring, and not a speck of frost in the early fall.

Hollyhocks are just a form of cotton, did you know? But their flowers don't "come to anything." They don't mature into nice, useful bolls, full of white, fluffy fibers that are the cheapest and, for many purposes, the prettiest and most durable thing ever discovered for making cloth.

But if you go into cotton raising for fun, don't blame me if you have some of the troubles under which our southern cousins groan. For in raising cotton to sell, you discover that it has a lot of deadly enemies. Here are the creatures that feed on it: Cutworms . . . Grass Worms . . . Army Worms . . . Cotton Lice . . . Pink Bollworms . . . Red Spiders—and last but not least, the BOLL WEEVIL.

I have put this pest's name in capitals. Since he arrived from Mexico, in 1892, he has managed to eat up as much as forty million dollars' worth of cotton in a

*You can grow
cotton*



*A forty-million-
dollar dinner*

*A very useful
professor*



year. This impoverishes the farmer and makes all cotton goods cost more to the consumer—you! So just note in passing: a scientist, Professor Coad of the Delta Laboratory at Tallulah, La., has found a way to poison the boll weevil with calcium arsenate. And more power to him! That is the sort of thing which every professor should be doing all day, I say.

But in spite of all weather and insect troubles, the Southerners produce a lot more cotton than the rest of the world. Here is the record for a single year:

<i>Country</i>	<i>Bales</i>
United States	13,619,000
India	5,069,000
Egypt	1,500,000
Brazil	605,000
Mexico	281,000
Asiatic Russia	458,000
Peru	206,000

And here is a list of the best kinds of cotton with a very important detail included—the average length of the fiber! The longer the fiber, the finer and firmer the cloth; the more wear and washing it will stand.

<i>Variety</i>	<i>Fibre Length in Inches</i>
Sea Island	1.61
New Orleans	1.02
Texas	1.00
Upland	0.93
Egyptian	1.41
Brazilian	1.17

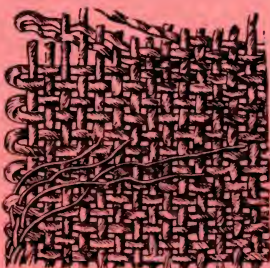
“But,” you say, “what have all these figures got to do with me? How are they going to make me a wiser buyer?”

Patience, please. I’m just coming to that. If I have convinced you that cotton is a pretty hard crop to raise, and that our friends in the South raise a great deal more of it than all the rest of the world combined, I can go right on with how to buy it in finished form.

CHAPTER

2

*The three
most important
weaves*



PLAIN



TWILL



SATIN

*How cotton
is finished*

WEAVES AND DYES

NOW let's consider the hardest but really most important things to learn about cottons. To know which of many charming weaves are suitable for dresses, decorating and other uses, you will have to know the names of the weaves.

First, there are three basic weaves: Plain, Twill and Satin. In the Plain Weave the filling yarns pass over and under the warp yarns in regular sequence. Plain weave is the strongest, because the yarns are evenly braced by one another; it is varied by the basket weave, in which two warp or filling yarns are woven as if they were one.

The next great group of cotton materials are made with the Twill Weave—hard to describe, but giving a diagonal effect.

Finally comes the Satin Weave, which produces all kinds of patterns, with a smooth and lustrous surface. Interesting variations are called gauze; leno or open-work weaves, jacquards or madras where the pattern is raised; and the pile fabrics, like corduroy and towel-ing. Then there are the dotted cottons.

No cotton fabric will stand hard wear and frequent washing unless it is woven of pure, strong cotton, with long fibers, well twisted and elastic.

A simple way to be sure of good yarns is to choose fabrics bearing the Pepperell name, for Pepperell uses nothing else in all its weaving.

When you buy really high-grade cotton fabrics be sure to ask if the cloth you are buying has been combed. This question will startle the seller. Combed cotton has the tiny fibers all sorted out parallel to one another. Also the combs remove short fibers and imperfections.

After weaving, cotton can be bleached, mercerized, water-proofed, etc. It can be dyed, napped, printed, embossed and so forth. More than a hundred different

Dyeing



finishing processes are known.

After the weaving is completed, the goods are of an ecru color and therefore must be bleached. They are first boiled in a milk of lime solution, then treated with weak sulphuric acid and reboiled in a soda ash solution. All this treatment is done to rid the cloth of impurities, such as wax, fatty matters, pectins and mill starch, and leave the goods in the right condition to take the bleach proper. This occurs when the cloth is immersed in a solution of sodium hypochloride and allowed to stand with this chemical in the cloth long enough for it to attain a good white. Then the goods are washed, and treated with an anti-chlor to prevent any chlorine being left in the cloth, when the bleach is complete.

Poor dyes, of course, are the source of much of your grief in using and washing cotton goods. There are dyes and dyes. Some, as in underclothing, must resist perspiration (an acid). Some, as in curtains, must not fade in sunlight. No dyes are "fast" against everything—but if you select your dyed cotton goods wisely, you will find each one suited to its own purpose. Here—prepare for a slight headache!—are the names of the dyes commonly used on cotton cloths:

<i>Name</i>	<i>Remarks</i>
BASIC COLORS . . .	Not very fast to light and washing; used on cheap cotton goods in bright purple, red, green and blue.
DIRECT COLORS . .	Not fast to washing or light.
DIAZOTIZED COLORS .	Will not stand the use of Javelle water in laundry.
SULPHUR COLORS . .	Colors are fast to ordinary washing (not to Javelle water). Fastness to light may be bad.
VAT COLORS*	Many of the guaranteed fast-dyed fabrics are colored with vat dyes.
INSOLUBLE AZO COLORS	These produce chiefly the Para red which is fast to light and bleaching.

* "Vat dyes are the best cotton dyes known at present," says the United States Government (Department of Agriculture—Farmers' Bulletin No. 1449). "They are the most difficult of all to make and the most expensive."

*The words
"vat dyed"
mean the best*



MORDANT COLORS . . Used on some print cottons, which are fast to washing and light.

When you see the words "vat dyed" on some good cotton product, like Pepperell broadcloth, remember that it has been dyed with the best dyestuffs made, and is tub-fast. Vat dyes are so called because (as water does not affect them) they are specially prepared with other solvents in large vats before use.

Only a chemist can possibly tell the difference between dyes. But you can always look for the Pepperell label. This is your assurance that a garment is correctly dyed for its purpose.

QUESTION—Can one "set" a color in cotton cloth by soaking it in a solution of alum, salt, etc., at home?

ANSWER—No. These things are not cotton mordants, and the effect produced then is slight, and largely a waste of time.

HOW TO JUDGE FASTNESS OF COLOR—Take a sample home, and cover half of it with cardboard. Then expose to strong sunlight for a week. Note, by inspection from time to time, whether it fades. Wash a sample, and compare with original goods. Test a sample in Javelle water (solution used for bleaching by most laundries, composed of sodium hypochloride and water).

Here are the best cotton fabrics to buy for every purpose. This list is from the United States Government, with one or two slight additions to bring it up to date:

Coats, Suits. Women and children wear Bedford cord, corduroy, crash, denim, duck, drill, pique, pongee, poplin. Infants wear Bedford cord, corduroy, gabardine, galatea, pique, pongee, poplin and cotton serge.

Dresses for Women and Girls. Pepperell Broadcloth, percale, calico, Bedford cord, chambray, chintz, crash, crepe, dimity, duck, gabardine, galatea, gingham, lawn, linene, marquisette, middie twill, organdie, pique, pongee, poplin, prints, ratine, seersucker, cotton serge, swiss, voile.

Dresses for Infants. Batiste, dimity, lawn, swiss and voile.

Shirts for Men and Boys. Broadcloth, cheviot, gingham, hickory, khaki, madras, middie twill, Oxford shirting, percale, pongee.

CHAPTER

3

THE "IFS & ANDS" OF LAUNDRING

*He started
something*

Nightclothes. Crepe, longcloth, broadcloth, muslin, nainsook, Canton flannel, shaker flannel, outing flannel.

Underclothes. Women wear crepe, longcloth, muslin, nainsook, etc. Men wear broadcloth. Infants wear batiste, dimity, etc. In cold climates all may wear Canton flannel, outing flannel, etc.

Work Clothes, Uniforms. Corduroy, drill, denim, duck, gabardine, hickory, jean, khaki, twill, suede cloth.

Household Cottons. For bedding—muslin, percale, ticking, venetian. For curtains—bobbinet, cable net, casement cloth, cheesecloth, dimity, filet net, gingham, marquisette, scrim, voile. For draperies and upholstery—chintz, crash, cretonne, madras, monks' cloth, poplin, rep, terry cloth. For towels—crash, glass toweling, huck, terry cloth.

LAUNDRIES are quite new things, did you know? A man with what I think was the very appropriate name of Independence Stark opened the first one in America to wash collars in Troy, N. Y., in 1836. I admire that man—he certainly opened the way to independence for most of us women.

The first big laundry was opened in California in 1851 to wash the clothes of the "gold rush" men. Laundry soap is quite a modern invention, too—people got along



*Don't blame
the laundry*

*Cotton is
the easiest
fabric to
launder*

*A chamber
of horrors*

with lye, not soap, until Queen Elizabeth's day. And I suppose she started something when she sent her big starched ruffs to the wash.

There are thousands of laundries now, and they must fill a long-felt want, for we pay them nearly a billion dollars a year. We spend a lot of time, too, scolding them for things not their fault at all.

The modern laundry is a miracle of good organization, good management, good machinery, and good sense! If you have an idea that it uses strong acids to wash your clothes, and finds ways to tear and ruin them—you can just dismiss that idea at once. Nothing used by a good modern laundry is injurious to good, honestly woven, honestly dyed cotton fabrics.

If your sheets and clothes are easily spoiled in the laundry, it is probably the fault of your sheets and clothes! Suppose you and your laundryman could go shopping together. He could certainly keep you from buying hundreds of articles that will shrink, fade and otherwise fail to wash well.

Cotton is the easiest of all fabrics to launder, but only the manager of a laundry knows what poor, cheap cotton stuff is often sold to women who should know better. Of course, you don't trade at the fire-sale stores, and do trade at good, reputable institutions. But any of us can make mistakes unless we buy cotton goods that bear a nationally known label like Pepperell.

A scientist, Mr. George H. Johnson, was employed by the Laundrymen's National Association to direct their department of research. Perhaps they got a little tired of being blamed for things they couldn't help. Mr. Johnson counted up what he calls "common defects" in cotton cloth; which he says "are scarcely noticeable till after laundering," but which "either spoilt the beauty of the material or diminished its wearing qualities." Here is a part of his list:

1. Thick or thin places—due to the number of filling threads per inch varying from the specified count.
2. Puckers—defects due to the presence of slack or tight warp threads.
3. Bad start-up—due to faulty starting of the loom.
4. Slubs—bunches of lint caught in the weave.
5. Floats—defects caused by imperfect interlacement of warp and filling.

*None of these
horrors
occur in any
Pepperell
cloth*



*Mend them
first*

6. Broken pick—a streak across the fabric caused by a missing filling thread.
7. Dirty threads.
8. Wrong draw—a lengthwise streak where the warp thread was drawn through the wrong harness on the loom.
9. Oil spots.
10. Imperfect selvage—too tight, loose or weak.
11. Missing warp thread.
12. Sewed thread—a thread interwoven by hand.
13. Reed-marks—an irregularity in the warp count.
14. Split or chafed yarn—one or more ends being broken and chafed into a bunch.
15. Smash—a place where the warp threads were broken by the shuttle getting caught.
16. Knots—due to broken threads.
17. Wrong ply warp or filling threads.
18. Mixed filling.

Such defects are caused by poor weaving or spinning, bad machinery, careless inspection—or all three. Every Pepperell fabric is inspected many times before it goes to market. You will never find a defect like this in any article that bears the Pepperell label.

But there are some worse horrors than even these. When a shirt or anything else simply melts in the wash, the chances are the filling threads were made of paper. The Germans were clever enough to invent twisted paper yarn as a cotton substitute during the war, when they could get no cotton. But now that cotton is plentiful the world over, it is just a swindle—of a particularly contemptible kind—to adulterate it with paper or anything else.

Do you do your own washing, some of it or all of it? Washing machines are wonderful aids, but they are only machines. You have to do the thinking for them.

Just a little bit of thought will convince you that it pays to do your mending before washing the clothes. Also remove all stains. Washing is perfectly sure to enlarge any holes and rips—and it is likely to “set” stains, so they cannot be taken out afterwards.

Soft water is the one biggest help in washing. If your water is hard, use enough softener so there will be a thick layer of suds on top of the water at all times. The

*Divide
your wash*



nasty thing about hard water is that it produces "curds." Then curds stick the dirt firmly to the cotton fibers—leaving your fabrics a gray white.

Divide your wash into three piles: (1) white cottons and linens; (2) colored cottons and linens; (3) silks, rayons and woolens. Use the kind of soap recommended by either the most experienced housewife you know or else by the manufacturer of your washing machine. Rinso, Chipso Flakes, Silver Dust, and many others are safe selections. White cottons can be soaked overnight before washing; colored cottons can be soaked for half an hour or more. But don't expect any dye to do more than it can. If there is any doubt about the color, don't soak. Wash in cool water, and dry quickly.

When washing a fabric made of two kinds of fiber, such as silk and cotton, treat it as if it were all-wool. Use a soap recommended for fine fabrics—such as Lux, Fab, Ivory Snow or Palmolive Beads.

Shrinking is caused chiefly by friction—by fibers rubbing against one another. Therefore, do not rub very shrinkable articles like blankets. Squeeze the water out by hand. Stretch the blanket into its original size. And keep it gently stretched when drying—a feat your laundry can probably perform better than you can.

Blankets



*There is
only one way
to sleep warm*

Speaking of blankets (and it's a delicate subject), there is a widespread belief that "all wool" is the best. If you can have your blankets dry-cleaned, all wool is a wonderful thing for lightness and warmth. But if your blankets must be tubbed frequently—"Some cotton mixed with the wool improves the laundering quality and does not detract from the durability." I quote Elizabeth Dyer, who surely ought to know, because she was on the faculty of Carnegie Institute of Technology, and has also instructed at the School of Retailing, New York University.

To Get a Warm Blanket, notice whether the nap is thick and fluffy. Pull the blanket crosswise with a firm and even tension. If the yarns pull apart easily, the nice-looking nap covers a weakly woven foundation.

To Sleep Warm, buy blankets big enough! You just can't be warm under a whole stack of blankets unless they tuck in well. Refuse the little catch-penny dwarf blankets, and insist on one of the generous old-fashioned sizes, like 70 x 80 or 72 x 84.

CHAPTER

4

MONEY WELL WORTH SAVING

*Make yourself
a present of
this \$1,833.33*



*Buy cottons
by name*

YOU and I and the other “average” women of this country spend in our lifetimes about \$5,500.00 for cotton things. Yes, and more—because we aren’t “average,” of course, and who is? But even so, unless we spend our money wisely, we waste one-third of it on sheets, clothes and other things that can’t stand long wear and washing. A third of \$5,500.00 is \$1,833.33.

You can save this \$1,833.33 if you like. It is real money. It will buy a fine tour of Europe, or a college education, or a lot of other nice things. And you can get some of it, every week in the year, just by choosing those cotton articles which have extra value.

“But,” you say, “I am a busy person. Must I spend years studying cotton in the fields, and in the mills, before I can tell which fabrics have this extra value?”

No. There is a short cut. You can be sure of extra value by looking for the name of a good manufacturer on every cotton article you buy.

I can tell you one. Pepperell.

What is Pepperell? It is the name of a very large and very old company, which has been making cotton fabrics since 1845. It now makes more different kinds than any other company—including sheets (different grades for different purposes and pocketbooks) and a long list of broadcloths, prints, jeans, drills, and other materials. One of its men, after a careful search, reports that Pepperell makes 363 different kinds and patterns of cloth. So you see why I don’t put all their names down here.

But I will just say that it’s a curious fact that, until quite lately, there was no standard trade name by which you could recognize good cottons of every kind. But now Pepperell has put its name on a simply endless list of cotton articles from sheets, dresses, underwear, men’s shirts, and baby clothes—all the way to such homely necessities as ironing board covers and shower curtains.



*Why sailors
are always
drying their
sails*



Can you actually make money by “concentrating” on the Pepperell name—by asking for Pepperell merchandise by name in the stores, and rebuking the clerk if he dares, poor man, to offer you “something just as good”? Indeed you can. There are two kinds of wealth, remember. One is money in the bank, and the other is property. All Pepperell fabrics are good property.

MORE SAVING GRACES—After you have once bought garments with a label like Pepperell, you can treat yourself to further saving by good care. Every house these days fairly teems with enemies of cotton goods. Here are a few of them to guard against:

Chemicals—Every home is a chemical laboratory nowadays, more than you think. Laundrymen just can’t help making holes in fabrics that have been rotted by even a few drops of hydrogen peroxide, corn and wart removers, perspiration preventives, wrinkle eradicators, metal polishes, porcelain cleansers, ink, automobile battery liquids, and other chemicals too numerous to mention. Keep all these things away from beds and clothes.

Safety Razor Blades—It’s hard to wipe a blade without cutting at least one thread. A broken thread sooner or later means a hole in the towel. Give the men folks a cheap cloth on which to wipe blades—many hotels do this and save lots of money.

Dampness—This affects cotton less than other cloths. But perspiration will eventually destroy waists, shirts, and undergarments, and so will many of the deodorants used to overcome its odor. This action may be prevented in large measure by soaking the garments as soon as they have been taken off. If that is not possible, they should be spread out and thoroughly dried—not thrown into a clothes bag or basket, where dampness will encourage mildew.

Mildew—This is a fungus, so small that there are five million spores in a patch of mold an inch square. They grow on textiles left in a damp, warm condition, soon spotting and discoloring them. To prevent mildew, keep clothes and sheets dry.

CHAPTER

5

Cotton Boll



*Whoever does
your washing
will bless you
for this*

HOW TO CHOOSE SHEETS

HERE is a picture of a very fine cotton boll; it comes from the plantation of our good friend Mrs. J. G. Wiggers, in Mississippi. If you picked it apart, you would find the fibers strong, white and fluffy—as they are in all the cotton our mills buy.

Taking samples from each bale, and deciding on the grade of cotton, is an art on which expert “cotton classers” spend their whole lives. There are nine grades of cotton, with queer names:

- | | |
|-------------------------|-------------------------|
| 1. Middling Fair | 5. Middling |
| 2. Strict Good Middling | 6. Strict Low Middling |
| 3. Good Middling | 7. Low Middling |
| 4. Strict Middling | 8. Strict Good Ordinary |
| 9. Good Ordinary | |

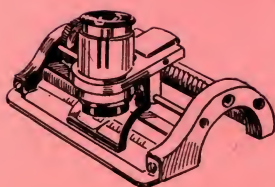
It is interesting to hear from the “classers” what strange and unpleasant things are sometimes found in cotton bales—stones, daggers, anvils, matches and overalls. To prevent such nasty discoveries, Pepperell buyers are careful to order their cotton from growers and brokers whom they know, and who treat the cotton with the respect it deserves before it can be woven into cloths fit for an American home.

The biggest use for cotton in the Pepperell mills is in making sheets and pillowcases. Pepperell makes four grades—easy to remember, because they all bear the Pepperell name. On the market are several hundred other brands of sheets; some are good, and some (like the little girl in the nursery rhyme) are so bad they are horrid.

LAUNDRY TESTS—Hotels, hospitals and other well-managed institutions not only carefully count the number of times their sheets stand washing, but also consider these points:



*Now I quote
Uncle Sam
himself*



(a) *Ease of Washing*—The cloth should readily lose all dirt in the laundry. Coarse fabric is unsuitable for sheets because it holds the dirt and turns gray.

(b) *Cost of Handling*—Many large laundries base their costs on the weight of the materials washed. Therefore, light sheets are desirable; and they save much labor if washed at home. Light sheets absorb less water and are, therefore, easier to dry. They iron more smoothly than the coarse grades.

(c) *Ease of Removing Stains*—Fuzzy sheets hold stains more than smooth, even textures. Don't buy a sheet that looks fuzzy on either side. Choose a smooth Pepperell sheet instead.

Here is a simple test for all fabrics, recommended by the United States Department of Agriculture, which has been studying cotton for a hundred and thirty years:

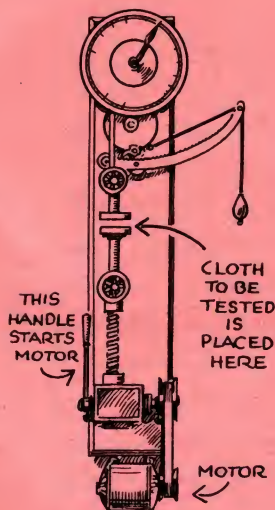
"Unravel a yarn from the fabric, untwist it, and pull out small tufts of the little fibers which, after all, are the basis of the fabric. Notice whether the fibers are of about the same length or whether they vary a great deal. Compare their average length with that of fibers taken from another fabric. At best, cotton is a short fiber, varying in length from $\frac{3}{4}$ to $1\frac{3}{4}$ inches, depending on variety and conditions under which the cotton was grown.

"Choose fabric with the longest fiber of regular length. Finest and best fibers, finest and best fabric. Short fibers, weak yarns. If fibers are short, ends become separated from the body of the yarn and give fuzzy appearance as soon as sizing added by the manufacturer is removed in laundering. Fuzzy effect is unsightly and the fabric soils and catches dirt."

A simple way to avoid this fuzziness both before and after washing: Choose fabrics marked with the Pepperell label. They are smooth and free from fuzz.

Weaving cotton into good sheeting is a difficult process, and experienced people do it best. In the Pepperell mills, hundreds of people have been doing just that for from twenty to fifty years.

Sheet fineness is determined by the closeness of the weave. With a little "pick glass" like this you can easily count the number of threads per inch in cotton cloth—and it is both interesting and profitable to do so. Good



*This tears
sheets on
purpose!*



Four sheets

sheets come in four different thread counts, as follows:

<i>Warp Threads to Inch</i>		<i>Filling Threads to Inch</i>
64	x	64
68	x	76
84	x	92
96	x	108

The warp threads run lengthwise in the sheet, and stand most of the strain both in wear and wash. To keep from shrinking badly, sheets must be made of strong, well-twisted yarn.

Not content with counting the number of threads to the inch, most big users of sheets (such as hotels and hospitals) use a machine with steel jaws that measures the force necessary to tear the sheet. This accurately foretells how long it will wear.

Such a test is costly, of course. But it is not really necessary, and neither is the pick glass. All you have to do to be sure of getting the long wear you are paying for is to select sheets made by Pepperell and carefully tested at the mill.

Other points to look for in a sheet: Strong selvages, free from wrinkles at the edges. Straight hems, evenly sewed with strong thread. In the best sheets the hems are back-stitched or closed at the corners, to prevent raveling and to reinforce the ends.

Even sheet buyers of long experience can make costly mistakes unless they buy a standard article. Mrs. Crete M. Dahl, who is an authority on such matters, recently interviewed such a buyer, who bought a large lot of odd sheets with a fine, glossy finish. Judge of his annoyance when all this gloss came out in the wash, leaving the cloth thin and sleazy. If he had used his pick glass, he would have found the thread count dangerously low, about 65 warp and 50 filling. He lost much money—but it is just as vexing for a housewife to lose the dollar or two she pays for unworthy sheets at bargain prices. When the Pepperell label is on a sheet, that sheet is a true bargain because it will wear and wear.

“Now,” says my friendly adviser, “tell about the four Pepperell sheets, and just when to buy each kind.” With his masculine eye, he looks at the beds in a home and says:

A simple plan



The first sheet

For long wear

Medium-priced aristocrat

The last word in quality.

"Boys' bedroom—Pepperell Regular."

"Daughter's room—Lady Pepperell."

"Mother's room—Pepperell Fine Count."

"Guest room—Pepperell Peeress."

And then, thinking all the work is done, he goes off to his golf game, and blithely leaves it to a woman to find the money to meet his royal commands.

Now the fact is that, if you had plenty of money to spend for sheets all at one time, it would be an economy to use nothing less good than Pepperell Peeress on every bed in the house—except the boys' room, of course, and the place up in the barn where the hired man bunks.

But if you haven't a purse full of money, you can make a perfectly good showing by using Pepperell Regular on every bed in your house; buying a sheet when you need to, and replacing when you must.

Yes—it's such a personal problem, and depends so much on the state of your finances, that I'm not going to lay down any rules. But here is a description of all four of these sheets:

Pepperell Regular. Weave 64 x 64. This is the standard, general utility sheet, on sale at good stores everywhere. You cannot buy an equally long-wearing and good-appearing sheet for less money than you will be asked to pay for this sheet.

Lady Pepperell. Weave, 68 x 76. This sheet was made for those who wanted a medium weight, durable sheet. Four extra threads to every inch give it such extra value that it is much imitated. But Lady Pepperell keeps ahead of the procession by taking special care in the choice of cotton, in weaving, bleaching, finishing. All Lady Pepperells are tub tested for wear, white at the start, whiter after washing, easier to iron.

Pepperell Fine Count. Weave, 84 x 92. This sheet is extremely light to handle, but strong. A guest room sheet par excellence, it is inexpensive enough to use for your bed and your daughter's bed. Much in demand by leading hotels. Its lightness is a boon to anyone who does her own washing, or whose laundry charges by the pound.

Pepperell Peeress. Weave 96 x 108. This is the finest cotton sheet made, bar none! Pepperell Peeress is a



*How many
sheets to a bed?*



*Now, as to
length*

percale sheet, made of the best long-fibered cotton with no short ends. The fine thread produces a smooth sheet that soils less than any other, and grows finer and softer after constant washings. The ideal sheet for gift purposes. If your store cannot supply it, please inform us, as it should be available to all women who are interested in the very best.

I have just been reading a "flock" of letters sent to a famous magazine that asked its readers for their opinions about sheets. Says one woman: "I have five husky boys and don't believe any other sheet would last these lads but good Pepperell sheets, which are whiter after each laundering."

Another woman writes:

"I have used four Pepperell sheets more than twenty years, and am still using them."

Others say:

"I like Pepperell sheets. Laundering keeps them so purely white and they run through the mangle a perfect square. Keep their shape."

"I have found through experience this brand is dependable."

"They are soft to sleep on and are a fine quality."

"I like them because they do not turn yellow with age."

Efficiency Notes

Each bed in your house should be provided with at least six sheets. Two on the bed, two in the wash, and two on the linen shelf. You will spend less money in the long run than if you buy fewer sheets and work them harder.

Follow the example of the great Pullman Company, and use a third sheet over the blankets. Using this third sheet forces the Pullman Company to buy more than 175,000 extra sheets a year, but it pays for itself by keeping the blankets clean.

HOW LONG SHOULD YOUR SHEETS BE? Long enough to cover the bed, with the top sheet folded back at least 15 to 18 inches over the blanket, and with mitred corners such as are used in the most careful homes and hotels. It takes sheets 108 inches long to make a bed properly.

Beds are now made 78 inches long, with an average



*Save Money...
Buy
Standard Sizes*

length to the mattress of 75 to 76 inches, and in three widths—single, three-quarter and double. Therefore, it would seem sensible to have only three sizes of sheets. And this would save a great deal of money for you because the mill and the store wouldn't have to handle such a bothersome lot of difficult sizes.

But no! For reasons best known to themselves, mills and stores have offered so many different sizes in sheets (and other things) that finally, back in 1927, the U. S. Department of Commerce actually took a hand, and urged a sweeping reduction in this source of waste and high prices. Here are the figures they printed at that time:

<i>Article</i>	<i>Number of Sizes in Use, 1927</i>	<i>Number of Sizes Recommended</i>
Sheets	50	4
Pillowcases	47	2
Spreads	54	2
Bed Pads	63	2
Bath Towels	42	2
Face Towels	31	2
Hand Towels	48	1

This official recommendation was backed up by such powerful bodies as the National Association of Cotton Manufacturers, through the Cotton-Textile Institute, Inc. The state of Oklahoma passed a law requiring the use of 108-inch sheets as minimum length in hotels.

But the person with most influence in America is not a government official; it is the consumer—You! And you will actually lower the price of sheets this year, and in all the years to come, if you will just standardize your buying by asking for sheets of these three standard sizes:

<i>Bed</i>	<i>Length</i>	<i>Width</i>
Single.	108"	63"
Three-quarter	108"	72"
Double	108"	90"

CHAPTER

6



*Washington
could not tell
a lye! But
John Mercer
could*



BUYING TO PLEASE MEN

BUYING CLOTHES for men is great fun, if you know how to do it. Or else it is—something I can't write about in this pure book.

Often a husband says he "wouldn't be seen dead" in the shirt bought for him by his loving wife (or prospective wife). But there isn't a man in America who would refuse to wear something as well cut and conservative-looking as the new Lord Pepperell shirts.

These are made of broadcloth. Not less than ten different cotton fabrics, ranging from poplin to balloon cloth, are also used for men's shirts. But broadcloth is a safe and sane choice. It is mercerized for smoothness, and doesn't show dirt as soon as other materials will.

Mercerized cotton gets its name, by the way, from John Mercer, who discovered years ago that when cotton yarn or fabric is dipped into a strong solution of lye, and then washed, it becomes stronger. If dried under tension it becomes glossier as well as stronger.

"The more or less temporary glossy finishes applied to fabric by means of paste finishes should not be confused with mercerization," reports the U. S. Department of Agriculture, "nor should artificial silk be mistaken for mercerized cotton." Rayon, which is now the generic name for man-made silk, should be washed and ironed like silk. Cotton is far superior for men's shirts.

JUDGING THE WEAVE—Government experts advise you to "pull fabric between hands and note any excess of slippage. Then scratch fabric with fingernail. If yarns are readily displaced, fabric will fray at seams when used as garment. Note number of threads to inch—close weave means more durable fabric. Excess shrinkage will result from looseness of weave."

This little sketch shows a gentleman annoyed by "excess shrinkage" when his shirt comes home from the



*Golf makes him
underwear
conscious*

*"His most
embarrassing
moment"*

*When a man
needs pajamas*

laundry. This cannot happen with a Lord Pepperell Shirt made of Pepperell pre-shrunk broadcloth.

I asked the "oldest inhabitant" of our nice town of Biddeford (Maine) what is the biggest change he has noticed in men's habits. He has been looking at the world through a very bright pair of eyes for more than eighty years. And he said:

"It seems as if all men were taking a bath at least once a day instead of waiting for Saturday night—and putting on clean clothes after it."

The fact is, of course, that we are all ever so much cleaner than our forebears. Nobody dares to build a new house without putting in plenty of baths. Buyers won't go near it otherwise. And men are meeting each other at golf clubs, where they dress together in a big locker room. The man without nice, fresh underclothing wouldn't dare to show himself.

In the city, and in a lot of other places, too, men now wear "shorts" the year round. These are athletic drawers, cut loose for comfort. There are several famous brands on the market, and there are also some very poor imitations, sold at low prices, and not fit to be seen.

To be safe, and save money: Buy Lord Pepperell shorts.

WHAT A MAN WANTS IN SHORTS—Once on, he wants to forget all about them. He can't do this if the waistband shrinks, if the rest of the garment has shrunk enough to bind and chafe him, or if the buttons, poorly sewed on, have come off.

The fury of a man at a shrunken shirt is nothing to his rage if, all day, he tries to keep up a slipping pair of shorts. Probably many a big business deal has fallen through for just that reason—though a man would rather die than admit it. Men are squeamish and helpless in situations where a woman would find some quick remedy like a safety-pin.

HOW MANY PAIRS?—To be on the safe side, a man who bathes daily needs 18 pairs of shorts. Then he will always find his bureau drawer comfortably stocked, even when he is packing a bag for golf or a business trip. Remember this. Many a marriage has ended poorly just because a man was always fussing and complaining



*Darn all
darning, I
say*

about his wash! If he won't buy enough shirts and shorts for himself, buy for him. Just go to a good store and look for the Pepperell trademark. It is "husband insurance."

Just about everything I have said about shirts and shorts applies also to Lord Pepperell pajamas. They are made of broadcloth. Lively colors please many males; but you'll have to be the judge of that in your home. Pajama fabrics made by Pepperell are vat-dyed and won't fade in the laundry. If buttons are well sewed on, there will be fewer complaints. Really, it is wonderful how just a little plain common honesty in using good sewing thread at the factory has set women free from the awful old darning baskets of a few years ago.

Perhaps you never thought of that.

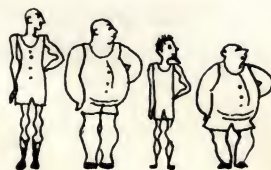
But if you do find yourself pretty free from the tiresome chore of button-sewing, it is because the good manufacturers who use Pepperell fabrics have made a point of this. (Only the very best manufacturers are allowed to use the Pepperell label on their garments.) Garments which are marked "Pepperell Fabrics" are sewed to stay sewed—buttons, seams, hems.

Don't sell your time at a few cents an hour by "saving money" on goods that don't bear a label you can trust. You will pay for that bargain by drudgery which nobody needs to endure.

I simply can't close this little chapter about men without giving you a list of standard classifications for men's clothes. No. It is not a joke. It is the official list, used by good manufacturers. And it is a good thing they do know all about men's figures, because it saves them from making unwanted sizes. Here is the list:

<i>Regular</i>	<i>Long</i>	<i>Portly</i>
<i>Stout</i>	<i>Short Stout</i>	<i>Corpulent</i>
<i>Short</i>	<i>Long Stout</i>	<i>Stalwart</i>
	<i>Young Stout</i>	

Wouldn't it please every woman to know, when Prince Charming came over the hill at last, that he wasn't a Short Stout or even a Portly—but a Stalwart?





*Simple layettes
are in the
best taste*

HOW TO BUY FOR BABY

TO really please a baby—which means bringing him up with plenty of comfort and joy, and just as few unnecessary ills and diseases as possible—you must buy the layette carefully. There are two very common mistakes:

1. Many women buy things so small they will be quickly outgrown and wasted, unless another baby comes along!
2. Many women go shopping in August and are sold lightweight things, although the baby is not to be expected till November. Or they buy heavy things in winter for a baby not expected till spring.

Of course, you can easily avoid these two errors just by knowing about them. Layettes sold in good stores are very inexpensive and satisfactory; and it is a mark of good taste to buy very simple-looking things. Here is what you need:

Binders and Bands—Made in all-cotton, cotton-and-wool, and all-wool; some are made to tie, others are sewed on.

Vests—Made in the above materials, also silk-and-wool; warmest in the double-breasted style, with tabs. Note, please, that all knitted garments should always be bought large, as knit fabrics do shrink.

Diapers and Drawers—What you want is a fabric that will absorb moisture, be comfortable, and launder easily. Therefore, the material is all-important. Best is bird's-eye cotton. Flannelette is also good, but care must be taken in washing not to rub off the nap. Infants' drawers or pants (ugly word!) come in cambric, nainsook, muslin and rubber. Rubber pants are moisture proof.

Gowns, Slips, Gertrudes, Dresses—You have an almost

*The best
crib blankets*

And sheets



endless choice; remember that cotton is cheapest, coolest and easiest to launder. For dresses choose batiste, crepe de chine, dimity, lawn, mull, nainsook and silk. When the creeping days begin, rompers and creepers are needed—choose strong cottons and mixtures, and be sure to buy them big enough.

For Baby's Bed—After baby outgrows his bassinet (just a fancy word for wicker basket) he will be promoted to a crib. A genuine hair mattress is best for that, over which is placed a rubber sheet, a quilted pad, a blanket and a folded sheet. Then other blankets are used as needed. And right here let me say that there is nothing as pretty, practical, easy to launder and easy to look at as the famous Baby Pepperell Crib Blankets. So many millions of these are sold every year that there is said to be at least one for every baby in the United States. But what is one? You should have several, at least.

Crib sheets of muslin are both economical and long-wearing. Comforters for baby are usually cotton filled, and some very pretty ones are covered with sateen.

The regulation crib size is 36 x 45 inches. Crib blankets should be bought at least 36 x 50 inches, allowing room for—yes—shrinkage, as well as for tucking in. Pillow slips are best 14 x 18 inches. Wrapping blankets are 30 x 40 inches.

OTHER NECESSITIES—Concerning Bootees, Bonnets, Hose, Coats, Capes, Sacques, Sweaters and Mittens, there is just one safe rule—get them at a good store, one with an infants' department that has specialized for years and years among the babies in your town.

But when it comes to bibs, diapers and laundry bags and the host of other accessories made of good cotton cloths, then you are safest (and richest) if you let not only the name of the store but the name of Pepperell be your guide.

OLDER CHILDREN—How horrified they would be if they knew I was saying anything about their clothes in a chapter about baby. Nevertheless, when the romper days are done, and the child goes into dresses and play suits—then troubles begin. Joys, too, if you buy wisely.

Says still another very learned lady, Natalie Knee-

*Natalie
Kneeland
says*

Economy note

land, in her book, "Infants' and Children's Wear": "A child from two to six years of age should have no clothing that cannot be washed; for this reason cotton materials are more practical. The heavier cotton materials are used a great deal for winter wear. In fact, any cotton material can be worn if proper care is taken to suit the underclothes and outerclothes to the temperature. For summer, any of the thin cotton materials are used."

As Miss Kneeland goes on to say, "There is a difference of opinion concerning the merits of white and colored clothing." Whites can be boiled, which saves time in washing—but they show dirt more. Colored garments, however, should always be clean, whether they actually show the dirt or not. So there you are! Most mothers nowadays like to dress children in bright, becoming colors.

Bloomers rumple and muss less than skirts. Bloomer dresses, originally known as the "Buster Brown suit," are in good style, and so are panty suits for little boys. Overalls are good for play suits, and Pepperell khakis and denims make the best and strongest overalls.

In choosing bloomers and knickers, see they are cut very full, and are long enough through the crotch; if not, they will wear out soon.



CHAPTER

8

GOSSIP ON THE DRESS QUESTION

The big question



Fewer and better clothes

IT is an interesting thing to make a budget and try to live up to it. But no budget is worth anything unless we know how to buy the different items that are on it.

QUESTION—Where should a careful woman buy?

ANSWER—At the very best big store in town.

QUESTION—Are bargain basements safe places in which to get bargains?

ANSWER—That depends. A bargain basement in a good store can save you money, because it sells for cash, makes no deliveries, and avoids the high cost of returns. The best rule in shopping in a bargain basement, or at any other bargain counter, is to buy only goods with a label you know, like the Pepperell label. Then you are sure of quality at a low price.

Stop for a minute and think of all the times you and your 'teen-age daughters could be wearing Pepperell fabrics. Literally, it would be most of the day. For now you will find the gayest house frocks, beach pajamas, aprons, nice hand-worked slips boasting this good fabric label. Such a comforting label, too! It means style that wears and washes like a true lady, for Pepperell colors are vat-dyed.

In wearing fewer clothes, of course, we can wear better! It is a great mistake to think that fabrics aren't as good as they were in "the good old days." Actually they are much better—if you just find a good label like Pepperell, and stick to it. Modern experts know ever so much more than their ancestors did about weaving, dyeing and finishing good cloths. And modern clothing factories—only the very best of which are allowed to use the Pepperell label on their products—know a great



deal more, too, about designing, sewing and finishing.

Helen Goodrich Buttrick says, in her useful book, "Principles of Clothing Selection": "Changes in modern life are creating new ideas in dress. Working women have little time to give to the making and upkeep of clothes. They need ready-made garments of simple models that are easy to care for. Women of wealth are simplifying their manner of dressing . . . we no longer squander energy and time. More women are dressing on a budget."

Because Professor Buttrick has given more thought than any other woman I know about to the wise choice of colors, I hope she will not be cross if I copy a few good ideas from her color lists. Money is wasted, dreadfully, if you buy colors that do not prove becoming. For you'll never wear those clothes again after your friends have criticized them.

Are You a Pale Blonde? Wear white, light gray, very light dull brown like ecru, light pinkish yellow, rose-pinks, dull blue (to strengthen the color of hair and eyes) and blue-greens (to bring out pink in the skin).

Are You a Florid Blonde? The very good colors for you, beside blue-white and cream-white, are black, purple, dull green and dark red.

A Pale Brunette? Cream white, transparent black, brown, orange-red, yellow-pink and very bright greens are most becoming to you.

A Ruddy Brunette? Cream-white, lustrous black, very dark brown-gray, all browns, orange yellows, deep yellow-red, and yellow-pinks, and bright green-blues.

Red-Haired? If your eyes are blue and your cheeks rosy, you can use white and black in all textures, most grays except brown-grays, all tones of green except light yellow-green and most blues. But if, with red hair, you have brown eyes and brunette skin tones, you are advised to use cream-white in combination with black, all tones of brown, orange-yellow, orange-reds, green-blues and all greens.

It's all very well to be stylish. But let's have more style backed by fabric quality. Have you ever stopped to think why you probably spend so much more on such items as underwear and house dresses than a budget calls for? I can tell you. Mostly, it is because you fail to buy by a good label like Pepperell. In a word— let's keep our eyes wide for this label which means style and quality.

PEPPERELL MAKES MANY DIFFERENT KINDS OF COTTON CLOTH

AMONG THE LEADERS ARE THE FOLLOWING:

PEPPERELL	}	<i>Sheets, Pillow Cases, Sheeting</i>
LADY PEPPERELL		
PEPPERELL FINE COUNT		
PEPPERELL PEERESS		

BABY PEPPERELL *Crib Blankets*

LADY PEPPERELL *Crib Sheets and Pillow Cases*

BABY PEPPERELL *Diapers*

PEPPERELL *Part-Wool (not less than 5% wool) Blankets*

PEPPERELL *All-Wool Blankets*

PEPPERELL PRINTS

PEPPERELL BROADCLOTHS

PEPPERELL RAYON FABRICS

PEPPERELL PRINTED VOILES

PEPPERELL PRINTED LAWNS

PEPPERELL TURKISH TOWELS

PEPPERELL KITCHEN TOWELS & TOWELING

PEPPERELL COTTON SUITINGS

PEPPERELL WORSTED SUITINGS

HERE IS A PARTIAL LIST OF THE MANY ARTICLES MADE FROM PEPPERELL FABRICS:

APRONS (Kitchen)
BEDSPREADS (Quilted)
BEDSPREADS (Printed)
BIAS BINDING TAPE
BOYS' WASH SUITS (2-10 yrs.)
COSTUME SLIPS
DRESSES—Girls' Print
DRESSES—Infants' (1-3 yrs.)
DRESSES—Women's Print
GYM SUITS—Boys' and Girls'
Uniforms
INFANTS' GOWNS AND
SLEEPING GARMENTS
(Flannelette)
IRONING-BOARD COVERS
MAIDS' UNIFORMS
MATTRESS COVERS
MATTRESS PADS (Quilted)
MEN'S NIGHTSHIRTS
MIDDY BLOUSES
MISSSES' SLIPS
NIGHTGOWNS—Handmade
and Hand Embroidered
NURSES' UNIFORMS
OVERALLS AND WORK
PANTS

PAJAMAS—Men's, Boys' and
Youths'—Lord Pepperell
PAJAMAS—Women's and Girls'
Print
PLAY SUITS
RAINCOATS
RUBBER APRONS
RUBBER CRIB SHEETS
SEERSUCKER SUITS AND
PANTS
SHIRTS—Boys'
SHIRTS—Men's—Lord Pepperell
SHIRTS—Men's Fancy Prints
SHORTS—Boys'
SHORTS—Men's
SHOWER CURTAINS
SPREADS—Quilted—Printed
SUEDE SHIRTS—Work and
Sport
QUILTED TABLE PADDING
UNION SUITS—Boys' and
Youths'
UNION SUITS—Men's—Lord
Pepperell



**A GUIDE TO
RESTOCKING
YOUR**

Linen room



FOR EVERY BED . . . FOR EVERY BUD

PEPPERELL *Red Label*

Since 1845 Pepperell Red Labels have been the first choice of housewives who want thrift and long wear combined. Every fibre of this sheet is pure, strong cotton, woven and finished to take the hardest kind of household wear. Millions of housewives have these sheets on their beds now. Millions have passed on word of their quality from one generation to another.



Lady **PEPPERELL**

Probably the most popular, attractively priced, fine quality sheet in the country. Made by Pepperell to live up to every promise the Pepperell name gives. Woven with extra threads, finished with a special linen-like finish, and now offered wrapped in Cellophane. The Lady Pepperell label will tell you whenever you see this sheet in your favorite store. Look for this label. Profit by it.



GET . . . *there's a just right* **PEPPERELL** *Sheet*

PEPPERELL *Percalé*

Nothing is so comfortable on the bed as a fine spun sheet. And here is one that sells for a remarkably low price. Pepperell Percales are used by thousands of homes as regular every day bed linens. They are used by thousands of others as the ideal guest sheet. Their fine spun yarns, and very close weave, make them not only comfortable, but very much in style.



PEERESS *Fine Percalé*

No sheet can compare with fine percale, for comfort or for wear. And no percale can compare with Pepperell Peeress Fine Percalé. Woven so fine you can hardly see the individual threads. Spun from yarns carefully combed to make them soft and silken. And the amazing thing is that these fine sheets are extraordinary gluttons for wear. They will last for many, many years.



EVERY sheet made by Pepperell is the best that can be made in its price class. And every popular price class is represented. If you need sheets for camps or cottages, Pepperell Red Label is the one. If you, like many other people, make almost a hobby out of fine bed linens, then Peeress Percale is the one for you. For every use, there is a Pepperell Sheet made to the tradition of Pepperell quality.



PEPPERELL

PEPPERELL MANUFACTURING COMPANY, BOSTON, MASS.

General Sales Offices: 40 Worth Street, New York

Branch Sales Offices: BOSTON, 160 State Street; CHICAGO, 222 West Adams Street; ST. LOUIS, 915 Olive Street; SAN FRANCISCO, 22 Battery Street; NEW ORLEANS, 628 Common Street; ATLANTA, Commercial Exchange Building. Mills at BIDDEFORD, Maine; OPELIKA, Alabama; LINDALE, Georgia; FALL RIVER, Mass. Finishing Plant at LEWISTON, Maine.